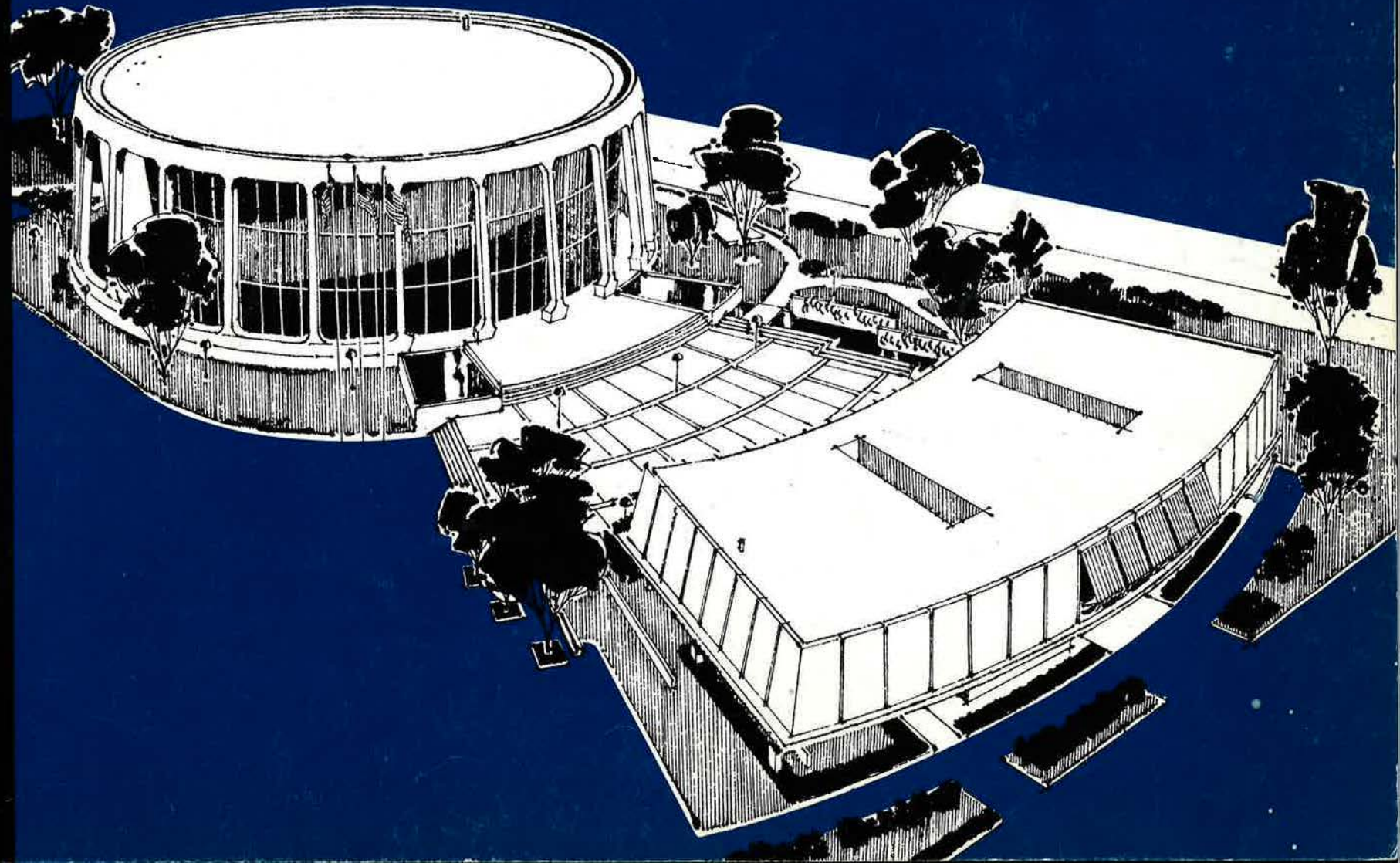


# CONFLUENCE, U.S.A.



UNITED STATES DEPARTMENT OF COMMERCE

UNITED STATES PAVILION

HEMISFAIR '68

SAN ANTONIO, TEXAS

APRIL 6 TO OCTOBER 6, 1968



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Edward Clark, Commissioner  
of United States Pavilion

Lawrence C. McQuade, Assistant Secretary for  
Domestic and International Business

William I. Merkin, Director, Office of Administration,  
Domestic and International Business

John E. Orchard, Director, United States  
Expositions Staff



Welcome to "Confluence, U.S.A."

The diverse cultures of peoples everywhere are merged in the United States of America. They have flowed together, like streams into a mighty river.

This confluence of peoples and civilizations is the source of our legacy from the past, the bountiful harvest we reap today, and the magnificent promise of our future.

May all of you enjoy this glimpse of a Nation built by many peoples.

A handwritten signature in dark ink, which appears to read "Dwight D. Eisenhower". The signature is written in a cursive, flowing style.

Bienvenidos a "Confluencia E.U.A."

La diversidad de culturas de los pueblos de todos los ámbitos de la tierra viene a convergir en los Estados Unidos de Norteamérica. Han desembocado juntos, como arroyos que fluyen hacia un río de corrientes vigorosas.

Esta Confluencia de pueblos y civilizaciones constituye la fuente de nuestro legado que heredamos del pasado, rica y abundante cosecha que recogemos ahora y promesa magnífica para nuestro porvenir.

Ojalá todos ustedes gocen de este vistazo de una Nación construida por mucho pueblos.



## CONFLUENCE, U.S.A.

□ In the words of Lyndon B. Johnson, the story of "Confluence, U.S.A." is the story of "the diverse cultures of peoples everywhere . . . merged in the United States of America." One of the major elements of the history of this country, it is a story which has appeared in novels, poems, and plays, in essays, textbooks, and films. We tell it anew in the United States Pavilion at HemisFair '68. Using all the modern techniques of exhibitry and of film-making, we present "a glimpse of a nation built by many peoples."

Our story begins with the early explorers' discovery of the waiting land. Their paths were followed by the many immigrants who came to occupy the New World. Working together to develop the land, these peoples achieved a sense of community and developed social and political institutions. This legacy has given us "the bountiful harvest we reap today:" opportunities for rewarding work, mobility, companionship, and recreation, and the freedom to fulfill our continuing spirit of discovery. Yet there is much left to be done. The promise of the future lies in our efforts to reap this harvest for all of us, for ourselves and in good will to try to reap it for the rest of the world. This is tomorrow's challenge for "Confluence, U.S.A."

This story is told in the United States Pavilion at HemisFair '68. The Pavilion, a two-building complex, has been designed as a manifestation of confluence. The arc-shaped Exhibits Building is joined by the Migration Courtyard to the circular Confluence Theatre. The Migration Courtyard is highlighted by a series of birds in flight. Raised against a waterfall, this bird sculpture is itself a symbol of Confluence.



**Christopher Columbus  
(1446 - 1506)**

He sought the  
Orient and found  
a New World.

Buscó a  
las Indias Orientales  
y descubrió  
al Nuevo Mundo.




**Ponce de Leon  
(1460 - 1521)**

His quest for  
eternal youth  
gave Spain  
a new province.

Su búsqueda por  
la fuente  
de eterna juventud  
le brindó a España  
una nueva provincia.



**Fernando Magellan  
(1480 - 1521)**

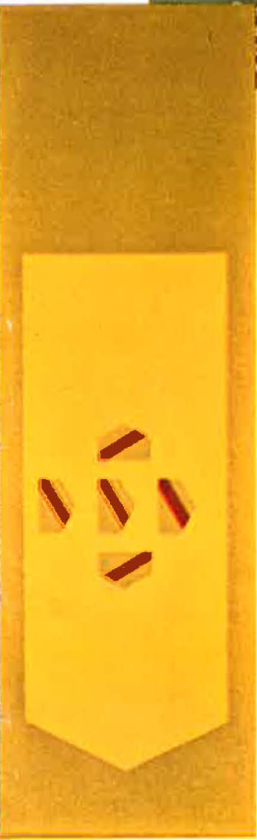
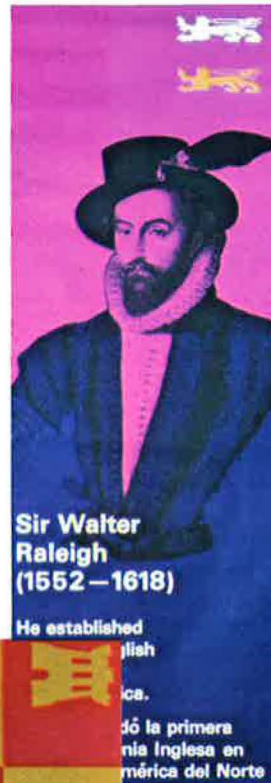
His perilous voyage  
helped prove that  
our world is round.

Su viaje repleto de  
peripecias contribuyó a  
comprobar que nuestro  
mundo es redondo.

## EXHIBITS BUILDING

### THE LEGACY

□ The story of "Confluence, U.S.A." starts with the voyages of the explorers from many nations whose imagination and courage led them to the New World. Spurred on by persistent curiosity, yearning for adventure, eager for new trade and riches of gold and silver, they set sail again and again for unknown shores. They pursued their dreams in the face of ridicule and doubt, with inadequate equipment and vessels, against great obstacles and heartbreaking failures. The reward for their persistence was to open the promise of the New World to the peoples of the old.

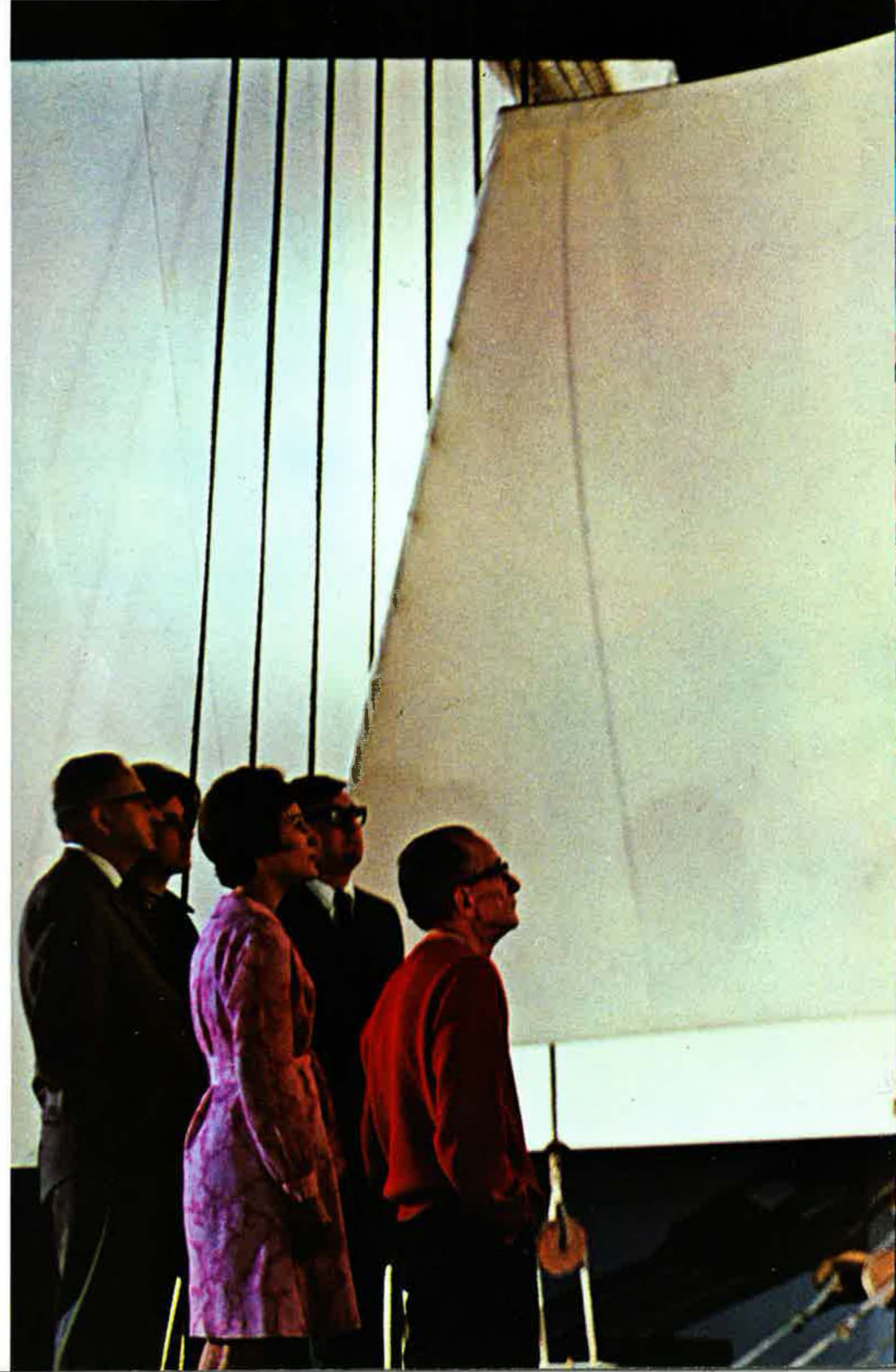




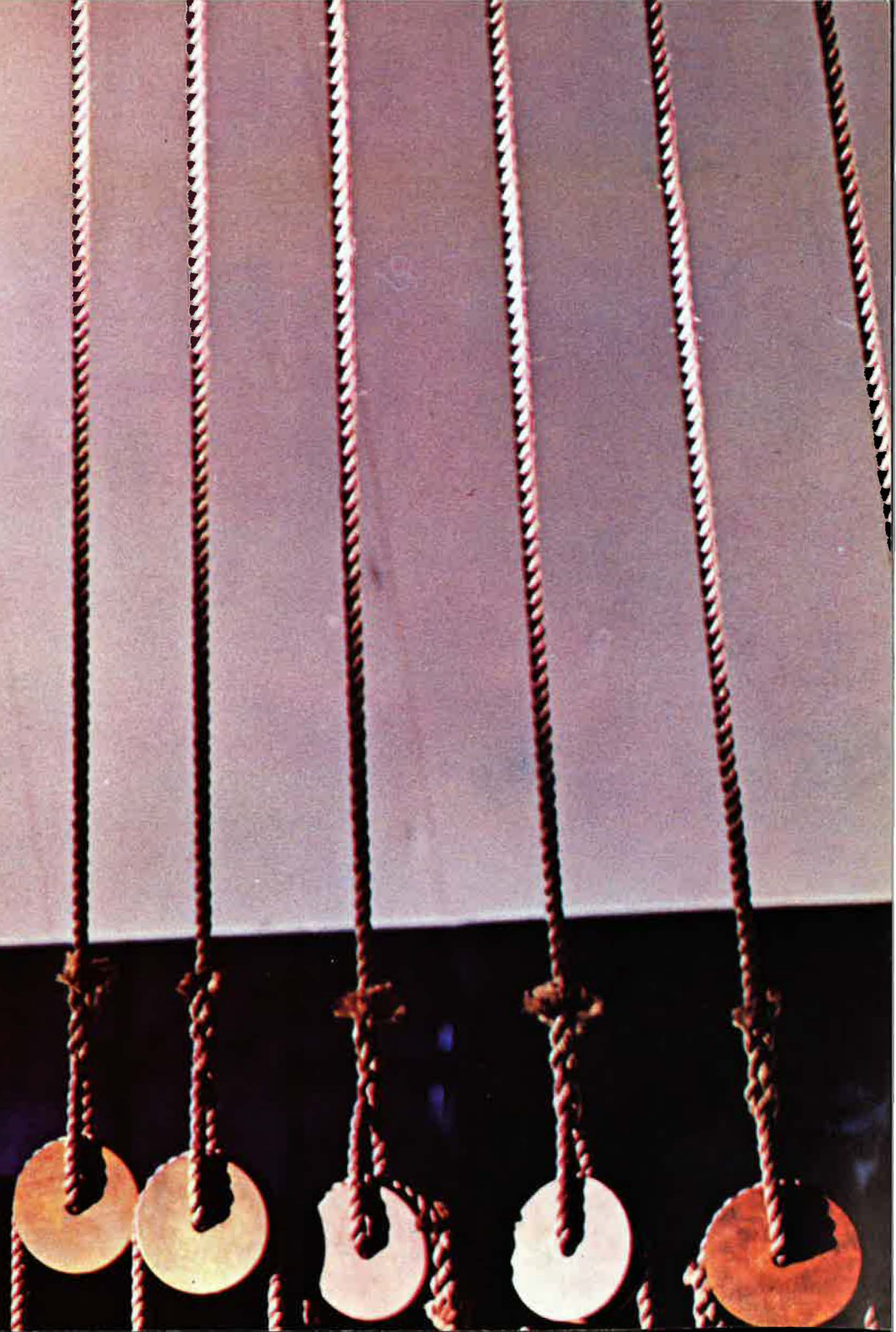
□ This is a nation from many nations; its people are from many lands. The opening and settling of this country was the work of countless generations of immigrants. Since the days of the first explorers, our people have come by countless routes and many means to this waiting land. Hoping to make better lives for themselves and their children, with courage and determination they have journeyed to a new world.

*Being thus arrived in a good harbor and  
brought safe to land, they fell upon their knees  
& blessed ye God of heaven, who had  
brought them over ye vast & furious ocean,  
and delivered them from all ye periles & miseries  
thereof, againe to set their feete on  
ye firme and stable earth, their proper elemente.*

WILLIAM BRADFORD  
History of Plimouth Plantation











JOHN WINTHROP



FATHER JUNIPERO SERRA



FREDERICK VON STEUBEN



ALBERT GALLATIN



JACOB RIIS



GEORGE SANTAYANA



GEORGE WASHINGTON CARVER



ELIEL SAARINEN



HIDEYO NOGUCHI



DAVID SARNOFF



ENRICO FERMI



CARMEN PARODY

□ Though the men and women who came to this land often came empty-handed, they brought to us a rich variety of knowledge and skills which they freely shared. Their hard work, their contributions to the arts and sciences and to the formation of our political institutions, are a precious legacy from which today we reap a bountiful harvest.

*Once I thought to write a history of the immigrants in America. Then I discovered that the immigrants were American history.*

OSCAR HANDLIN  
The Uprooted  
Atlantic—Little Brown



□ To build a nation, our forebearers of diverse races and cultures found common goals in their shared perils and opportunities. Together they struggled to clear the land, to build houses, villages, and cities. They dug canals and spanned the continent with railroads. They exchanged goods and services. They created social and political institutions.

Working together for common purposes, they achieved a sense of community, the essence of nationhood. *E Pluribus Unum* became a reality.

Out of these efforts grew a tradition of shared experiences. Many of those experiences, colored with a quiet humor, have become the substance of our folklore, a vital part of the cultural spirit of the country.

*America did not exist.  
Four centuries of work, of bloodshed,  
of loneliness and fear created this land.  
We built America  
and the process made us Americans.*

JOHN STEINBECK  
"America and Americans"  
Viking Press







## THE HARVEST

□ Nowhere are the aspirations of our people more clearly stated than in the Preamble to the Constitution. These words are as clear and firm a statement of our national purpose today as when they were first written. They continue to serve as guidelines for our efforts to shape our political structure to achieve an even greater confluence—from the geographical and political to the economic, social and cultural.

*We the People of the United States, in Order to form a more perfect union, establish Justice, insure domestic tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity . . .*

PREAMBLE TO THE CONSTITUTION  
OF THE UNITED STATES



A vibrant collage of 18 small images representing various human activities and professions, set against a background of colored blocks. The images include: a person looking through a microscope; a skier jumping in mid-air; a family inside a large, curved, golden structure; a campsite with tents in a forest; a person wearing a headset; a man painting a large mural; a person in a white protective suit; a family in a room with large windows; a person in a car; a person in a yellow shirt working on a car; a group of people in a room; a person in a white lab coat; a person in a white lab coat; a person in a white lab coat; a person in a white lab coat; a person in a white lab coat; a person in a white lab coat; a person in a white lab coat; a person in a white lab coat. The background consists of large, solid-colored blocks in shades of green, blue, purple, orange, and yellow.







## THE PROMISE

□ But what of tomorrow? In it is our promise. Today's accomplishments as well as today's inadequacies provide a glimpse of that promise. But it will only be realized if we face the challenge before us. This challenge is twofold: it is first in our willingness to share with all the fruits of today's harvest and, second, in our ability to cope with those problems still confronting us.

Many of these problems are by-products of past successes and stand as opportunities for even greater achievements. Advancements in transportation, medicine, urbanization, and education have brought with them a new set of problems. With improved mobility of people and products have come traffic jams and air pollution. With better health resulting from advances in medical science and technology have come greater life expectancy and a population explosion. With the benefits of urbanization have come the detriments of crowding and slums. With improved education and communications techniques, unwise action and untrue information are as efficiently conveyed as wisdom and honesty. As in the past and present, a continuing confluence suggests the way to new and better solutions. Out of today's knowledge and cooperative action can come the means to meet the challenge of the future.



□ But it is for each individual and for individuals collectively to decide how to use the lessons of confluence for solving these problems still before us.

It has taken the input of many minds over many centuries to achieve today's successes. These building blocks of progress have been made by the labor of many men often unknown to one another. This pattern suggests a method for further progress: a broader and more conscious sharing of ideas, ideals, skills.

In order to realize the full value of this improved confluence it is essential that the process of education be carried beyond the classroom. Education establishes disciplined patterns for the exchange and sharing of knowledge and experience.

*My brothers defined freedom as the  
opportunity to change the circumstances  
of your life through your own efforts,  
to force the hand of history rather  
than to remain forever enslaved by it.*

SAM LEVINSON  
*Everything But Money*  
SIMON AND SCHUSTER

*Are you part of the problem?  
Are you part of the solution?*

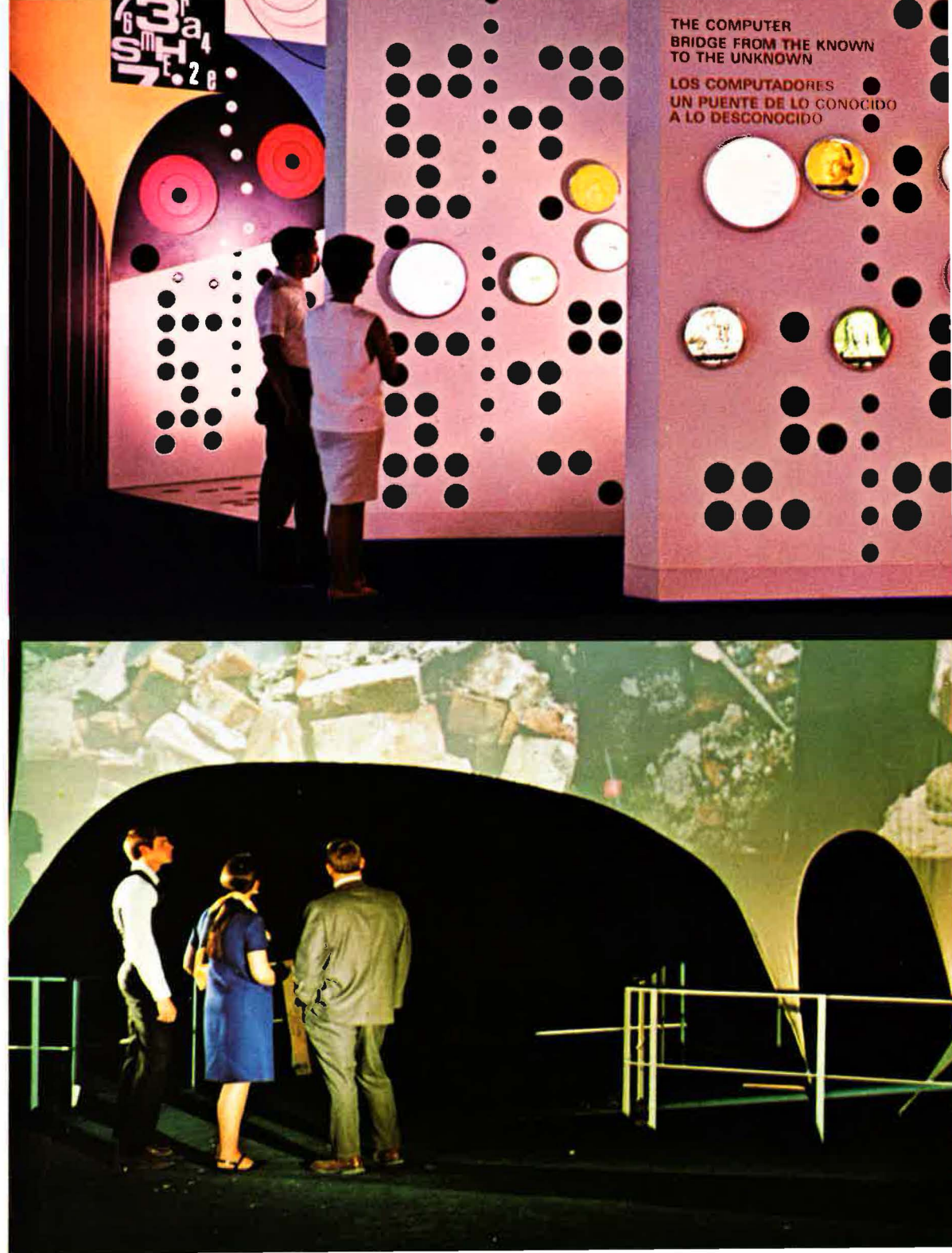




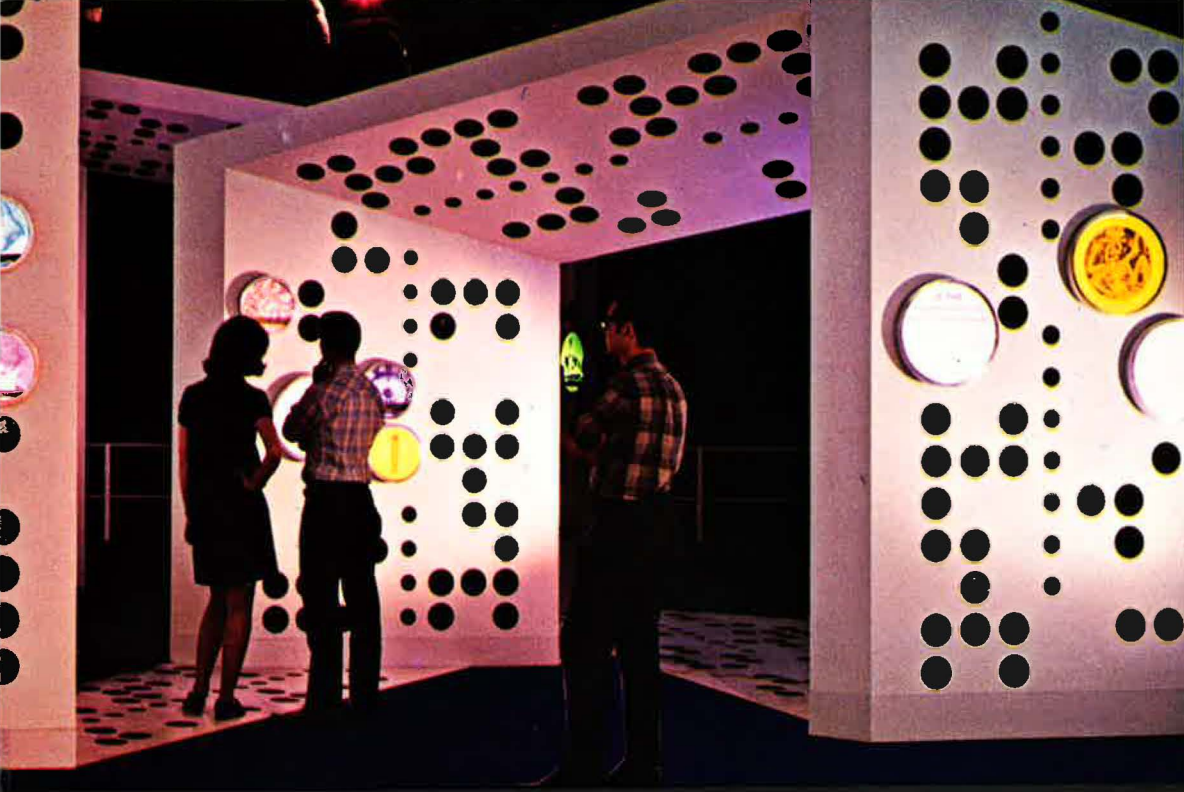
□ Another means to facilitate the exchange of knowledge is the computer, itself resulting from a confluence of science and technology. It has the unique ability to store and make rapidly available the knowledge of many minds. The tasks a computer can perform constantly amaze us when we compare them to the ways we usually perform the same tasks. As an example, a large computer given a series of two eight digit numbers to multiply can do five million such problems in one second and three hundred million in one minute. Or as another example, in a space 12.5 cubic feet, the size of an office file cabinet, enough computerized information can be stored to provide 200 years of uninterrupted reading for the average person. Properly used, such a tool offers tremendous potential assistance for achieving our promise.

But the computer is only a tool and education only a process. The essential element is still man. With his sense of values, or lack of them—with his ability or inability to make sound choices and decisions—man still determines how these new tools will be used. The output of the computer and the products of our educational system can be no better than the human input into both.

*Human being—do not fold, spindle or mutilate.*







□ If we choose this method of problem-solving, it would increasingly require the meeting of many minds, and even more group collaboration would be necessary than in the past. For in our interdependent society, the individual has greater power for good or ill, and his alibis for failure are diminishing.

The individual and the group are discovering a need to redefine their respective responsibilities if all are to obtain the full benefits of living together. Each of us is a member of many groups: a family, a school, a company; each of us lives in many communities: local, national and global. In all of these groups the quality of individual contributions conditions the quality of the results.

The new confluence would be increasingly international. Our problems are world-wide; their solutions must be world-wide. The exchange of ideas on a global scale, through better-informed individuals and groups, points the way to build a better future.

*... this thing is too heavy for thee, thou art not able to perform it thyself alone.*

EXODUS 18: 18

# THE CONFLUENCE THEATRE

## U S

### THE WAITING LAND

"... a strange continent. Vast, unhumanized, a virgin wilderness, the land lay in her long sleep, waiting to be woken by western man.... When we came to these shores and encountered the Indians, there was good will at first... Each year the coast became more civil, till we broke with England to be our own masters, and founded a republic, the first on earth where all men should be equal and free."

### MIGRATION

"Immigrants were needed. Immigrants came. Most were poor, peasants and such from the underlayers of the old world's stratified heap. They streamed to join us, men and women, a million a year. These came by choice: as they crossed the Atlantic they looked forward with hope..."

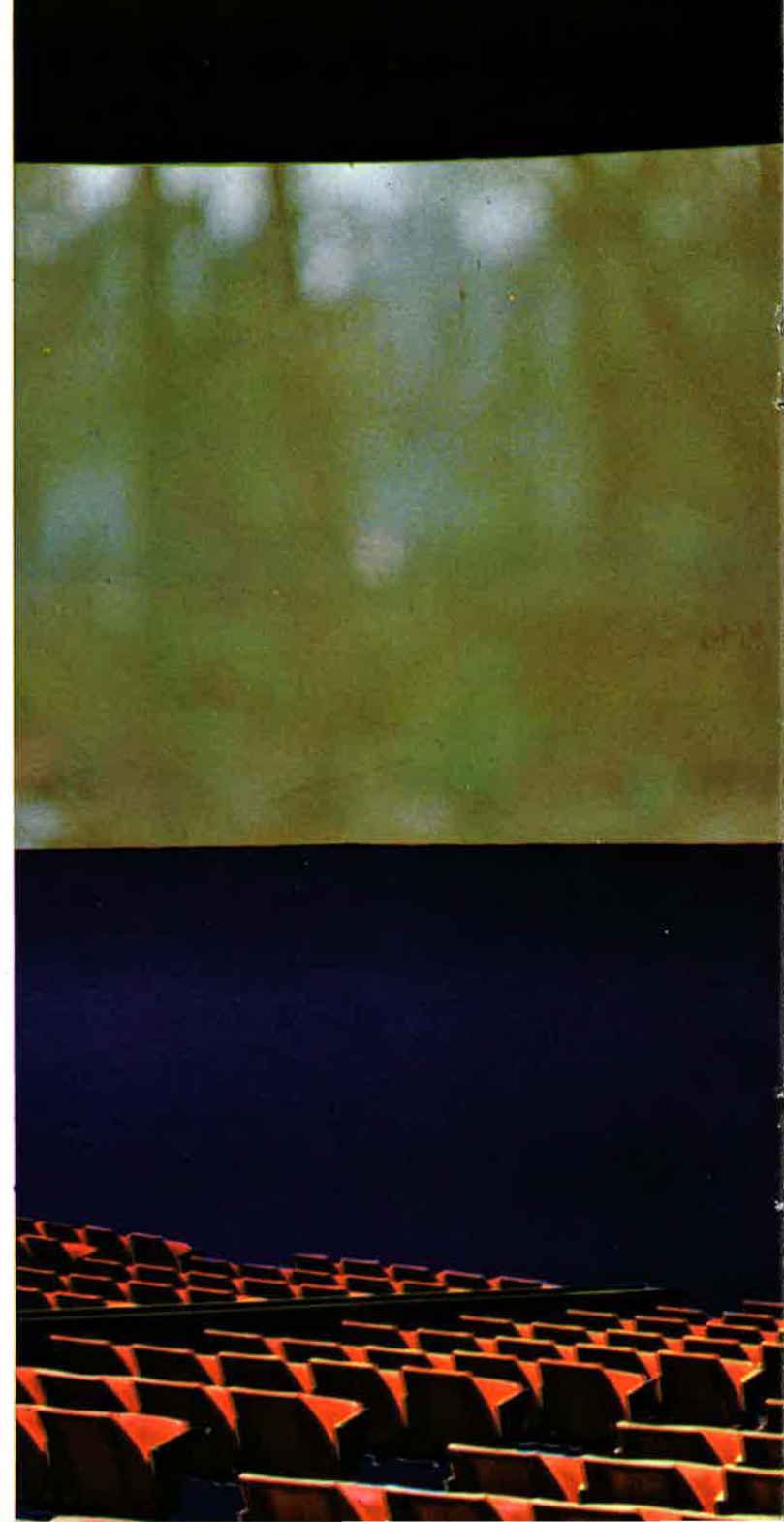
"Unlike those earlier luckless millions who were made to come, torn from their African homes by force."

### DEVELOPMENT

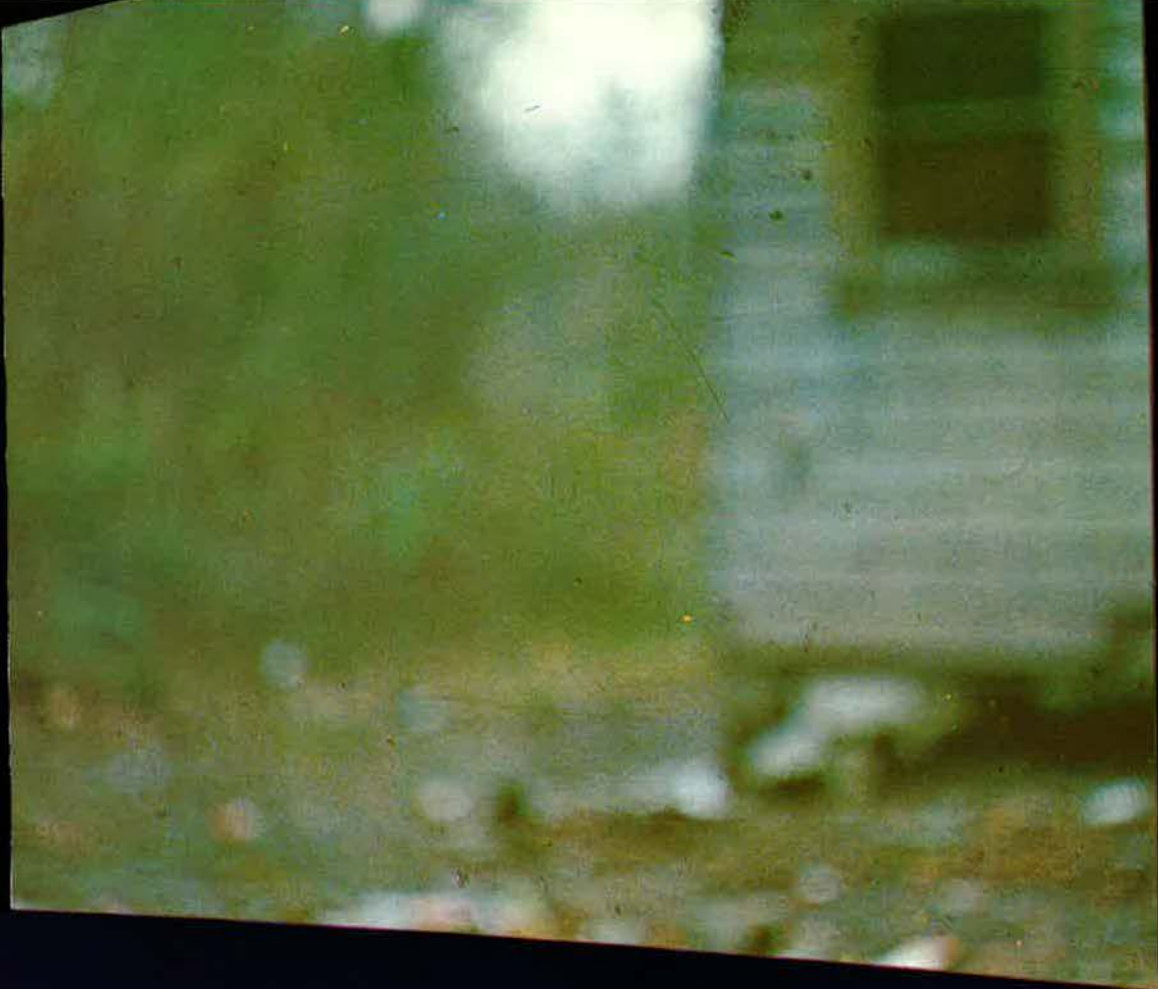
America: Greatest of meeting places. Here men and women of every ethnic stock... have come together to create a fluid society. America: The land of mass-production, where... life's material comforts or delights are not for the rich alone. America: Land of multiplying universities. Centers of growing interests in the arts and sciences.

"America: A land of great plenty with promises to keep."

Quotations are from the narration prepared by  
W. H. Auden for "U S"  
produced and directed by Francis Thompson  
Inc.











AMERICA: LAND OF THE GIANT—KING-SIZED—JUMBO—SUPER SHOW.



AMERICA: GREATEST OF MEETING PLACES.



AMERICA: LAND OF GREAT PLENTY WITH PROMISES TO KEEP.



SHALT THOU LOVE THY NEIGHBOR AS THYSELF?



THERE ARE OTHER AREAS WE WOULD RATHER NOT THINK ABOUT.

"Shamefully we betray  
Our noble dead if we,  
After two hundred years,  
Cannot or will not see,  
Behind their conscious ideas,  
More clearly what is meant  
By certain truths that they  
Believed self-evident."  
  
"On each of us depends  
What sort of judgment waits  
For you, for me, our friends,  
And these United States."





FROST NATIONAL BANK  
OF SAN ANTONIO, TEXAS

This brochure has been made available to the United States Pavilion through the courtesy of the Frost National Bank.

Proceeds from the sale of this brochure will benefit the United Fund of San Antonio and Bexar County and its 62 member agencies.

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Director  
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